



**A CASE STUDY ON RETAIL PERFORMANCE TOWARDS NON AVIATION
REVENUES IN SENAI INTERNATIONAL AIRPORT**

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“DECLARATION OF ORIGINAL WORK”

I, NUR HIDAYAH BINTI MOHD SALLEH, (I/C Number :880814235510)

Hereby, declare that,

- This work has not previously been accepted in substance for any degree, locally or overseas and is not being concurrently submitted for this degree or any other degrees.
- This project paper is result of my independent work and investigation, except where otherwise stated.
- All verbatim extracts have been distinguished by quotation marks and sources of my information have been specifically acknowledged.

Signature: _____

Date:_____

LETTER OF SUBMISSION

12 JANUARY 2012

Head of Program,
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Dear Sir,

Submission of Project Paper (BM 226)

Please find attached the submission of project paper title “**A CASE STUDY ON RETAIL PERFORMANCE TOWARDS NON AVIATION REVENUE IN SENAI INTERNATIONAL AIRPORT**” for evaluation as a partial requirement for the completion of the Industrial Training course assessment.

Thank You.

Yours sincerely,

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ABSTRACT

The significance of non-aviation revenues, much from retail outlets, has grown significantly. For many airports, non-aviation revenue has today become as important as traditional aviation revenue. The determinants of non aviation revenue and factors of non aviation performance will be explained in this study. The objective is to indentify the retail sales performance of the airport for the year 2010 and 2011, from January to June respectively. In this study, the relationship between passenger volume and average sales per passenger has been discovered.

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